

AMENDMENT TO THE CLAIMS

Please replace all prior versions and listings of claims in the application with the listing of claims as follows:

Listing of Claims

1. (Currently Amended) A sales management system comprising:

a memory;

a processor disposed in communication with said memory, and configured to issue a plurality of processing instructions stored in the memory, wherein the processor issues instructions to:

access a sales management system customer resource database;

a system user interface configured to receive obtain system user customer impression data with regard to a customer desired sales object via a system user interface, said customer impression data including customer activity data and customer transaction data;

and populate the system customer resource database with the obtained system user customer impression data in a data template format;

obtain an identification of target customer and sales event plan parameters from the user interface;

quantify the obtained customer impression data and the identification of target customer into numeric indicators;

create a sales event plan evaluation structure based on the identified sales event plan parameters;

~~a predictive customer data determination module configured to analyze customer impression data and determine~~ calculate predictive customer purchasing data by applying the quantified numeric indicators to the created sales event plan evaluation structure, wherein the analysis is conducted based on customer impression data including system user impression data, a customer confidence indicator, transaction specific data and customer specific historical dealing data; and

~~a predictive customer data access module configured to provide the~~ calculated determined predictive customer purchasing data to a via the system user interface.

2. (Currently Amended) The sales management system of claim 1, wherein ~~the predictive customer data module analyzes the customer impression data, which includes a customer attitude indicator, a relating status indicator, views on criteria, buying points and selling points, data related to the phases of the purchase process, and data related to characteristics associated with at least one key person corresponding to a particular customer.~~

3. (Currently Amended) The sales management system of claim 2, wherein ~~the predictive customer data module analysis includes a translation of the processor further issues instructions to translate~~ a system user's customer attitude indicator valuation to derive a customer's confidence indicator.

4. (Currently Amended) The sales management system of claim 2, wherein ~~the predictive customer data module is configured~~ the processor further issues instructions to facilitate a system user designing a sales event that includes at least buying and selling points for the at least one customer key person.

5. (Currently Amended) The sales management system of claim 4, wherein the ~~predictive data module is configured~~ the processor further issues instructions to facilitate development of an action plan and related cost estimates.

6. (Currently Amended) The sales management system of claim 5, ~~wherein the processor further issues instructions further comprising: a sales event evaluation module configured~~ to facilitate a sales event assessment analysis.

7. (Currently Amended) The sales management system of claim 6, wherein the processor further issues instructions to facilitate ~~the sales event evaluation module is configured so that~~ a system user can to store data describing the sales interaction with the customer related to the results of the designed sales event.

8. (Currently Amended) The sales management system of claim 7, wherein the processor further issues instructions to facilitate ~~the sales event evaluation module is configured so that~~ a system user can to evaluate the success of a sales event.

9. (Currently Amended) The sales management system of claim 8, ~~wherein the processor further issues instructions further comprising:~~
~~a sales forecasting module configured~~ to facilitate system user research for a particular customer based on a customer's sales events.

10. (Withdrawn) A predictive sales management system comprising: a sales management system customer resource database;
a system user interface configured to provide access to a predictive customer sales data research module, wherein a system user can access historical customer data, as well as predictive customer sales data;

the system user interface is also configured to provide access to a customer data aggregation module that is utilized within the system to input and analyze system user customer impression data;

a predictive salesperson performance module configured to analyze salesperson performance parameters;

a predictive customer data module configured to analyze the customer impression data and derive predictive customer sales data; and

a sales forecasting module configured to determine sales forecasts based on system user customer impression data.

11. (Withdrawn) The sales management system of claim 10, wherein the system user interacts with the system to memorialize customer impression data as the attitudes and behavior of customers related to a sales event.

12. (Withdrawn) The sales management system of claim 11, further comprising:

a sales event evaluation module configured to analyze sales events individually or sequentially during a sales forecasting process or a salesperson performance analysis.

13. (Withdrawn) A predictive sales management system comprising:

a predictive customer sales database configured to provide predictive data based on customer characteristics including data associated with a system user's customer interaction, as well as historical customer transaction data;

a system user interface that facilitates interaction with the predictive customer sales database enabling a system user to develop and implement a customer needs management strategy; and

a predictive customer sales module is configured to facilitate development of the customer needs management strategy based on at least data derived from a phases of purchase process analysis.

14. (Withdrawn) The predictive sales management system of claim 13, wherein the predictive customer sales module is configured to facilitate development of the customer needs management strategy based on at least data derived from a views on criteria analysis.

15. (Withdrawn) The predictive sales management system of claim 14, wherein the customer needs management strategy is based on at least data derived from an analysis of system derived customer selling status indicators.

16. (Withdrawn) The predictive sales management system of claim 15, wherein the system user interface may be configured to facilitate updating both historical and current system user impression data associated with a particular customer.

17. (Withdrawn) The predictive sales management system of claim 16, wherein the predictive customer sales database includes at least one CNM template within a CNM pattern library.

18. (Withdrawn) The predictive sales management system of claim 17, wherein the system user creates a sales event for determining a customer sales strategy for a particular potential sale.

19. (Withdrawn) The predictive sales management system of claim 18, wherein the system user develops at least one buying point and at least one selling point as part of developing the sales event.

20. (Currently Amended) A customer needs management processor-implemented

method comprising:

~~implementing~~ accessing a sales management system customer resource database;

~~interacting with a system user interface configured to receive~~ obtaining system user customer impression data ~~with regard to a customer desired sales object via a system user interface, said customer impression data including customer activity data and customer transaction data;~~

~~and populate~~ populating, via a processor, the system customer resource database with the obtained system user customer impression data in a data template format;

obtaining an identification of target customer and sales event plan parameters from the user interface;

quantifying the obtained customer impression data and the identification of target customer into numeric indicators;

creating a sales event plan evaluation structure based on the identified sales event plan parameters;

~~analyzing customer impression data and determining~~ calculating predictive customer purchasing data by applying the quantified numeric indicators to the created sales event plan evaluation structure within a predictive customer data determination module, wherein the analysis is conducted based on customer impression data including system user impression data, a customer confidence indicator, transaction specific data and customer specific historical dealing data; and

~~providing a system user with access to the resulting determined~~ predictive customer purchasing behavior data via the system user interface.

21. (Withdrawn) A predictive sales management method comprising:

aggregating customer data within a predictive customer sales database configured to provide predictive data based on customer characteristics including data associated with a system user's customer interaction, as well as historical customer transaction data;

facilitating interaction between a system user and the predictive customer sales database, wherein the system user develops and implements a customer needs management strategy; and

developing the customer needs management strategy based on at least data derived from a phases of purchase process analysis within a predictive customer sales module of a customer needs management system.

22. (New) A sales event management processor-readable non-statutory medium storing processor-executable instructions issuable by a processor to:

retrieve customer impression data with regard to a customer desired sales object, said customer impression data including customer activity data and customer transaction data;

obtain a target customer description and a sales team description sales event design parameters via a system user interface from a user;

quantify the retrieved customer impression data into numeric customer impression indicators, said numeric customer impression indicator including a selling status indicator, a customer attitude indicator and a customer confidence indicator;

quantify the obtained target customer description and the sales team description into numeric user role indicators;

creating a sales event plan evaluation structure depending on the quantified numeric

customer impression indicators and the quantified numeric user role indicators;

calculating customer purchase forecasting data and sales team performance indicators based on the created sales event plan evaluation structure; and

present the calculated customer purchase forecasting data and sales team performance indicators via the system user interface.